Unleashing the Power of NetTracker Reports

Answering Intricate Web Business Questions with the Help of Instant Ad-hoc Reports in NetTracker 7.5

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The Value of Putting Ad-hoc Investigation and Custom Reporting in the Business User's Hands

As the role of internal and external Web sites continues to mature, the methods by which we track these Web sites must mature as well. While standard Web site traffic reports (reflecting referrers, keywords, page popularity, visit duration, etc.) remain the basis for Web analytics, rarely do these reports alone answer the specific questions that business users have about their Web site traffic.

Furthermore, Web site traffic reports are no longer only important to online marketers. As more and more business users (IS/MIS, management, sales, HR) depend on this information, the breadth of questions each organization has about their Web site traffic grows exponentially. Self-service custom reporting is necessary for all of the business users in any organization to be able to answer their own unique questions.

While there are many aspects to consider when purchasing a Web site traffic analysis solution, our customers have found that the ability to create their own custom reports is of particular importance, and is the reason many of our customers chose the NetTracker® line of Web site traffic analysis solutions. Many other Web analytics tools now offer custom reporting capabilities, but these are largely confined to the profile level—that is, custom reports must be defined *before* the Web site traffic data is loaded into the system. In addition, the configuration of these reports is largely restricted to the administrator; business users must wait for the IT department, or (in the case of hosted ASP Web analytics services) a third-party vendor, to create the reports for them. Then, upon reviewing these reports, new questions about the data inevitably arise, and business users must again wait for the IT department or external vendor to create the new reports, re-import the data, and so on.

NetTracker solves this perpetual bottleneck by offering instant, ad-hoc custom reporting. You can create custom reports in NetTracker to answer your questions that are not answered by standard, pre-configured reports. Furthermore, at any time, you can flip any NetTracker report into an interactive view, where you can change the report and focus it to answer the questions on your mind by applying any filter criteria. You can do this instantly and continuously—as new reports reveal new data, new questions arise, and so on, thereby relieving the dependence on your IT department or a third-party vendor.

With so many reports and filtering options to choose from when creating a custom report, it can seem more daunting a task than it actually is. This document outlines instructions for using the various custom reporting features available in NetTracker and offers numerous suggestions for

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custom reports that you can create on your own. The sections that follow reflect the various methods and types of custom reporting available in NetTracker. These include:

- Ad-hoc Reporting (Using the NetTracker Filter Icon)
- NetTracker's Interactive Calendar
- The Ask NetTracker™ Question-driven Custom Reporting Interface
- NetTracker's Custom Report Wizard
  - Custom dashboards
  - Scenario Reports
  - Trend Reports
  - Navigational (Path) Reports
  - Crosstab Reports

For more information about crafting the kinds of Web analytics reports that will allow you to extract crucial information for accomplishing your business goals, read our free guide, "Web Analytics Recipe Cards: *A Guide to Using Web Analytics Reports to Optimize Your Web Site"* available for download at www.sane.com/whitepapers.

Using NetTracker's Instant Ad-hoc Reporting Capabilities (The NetTracker Filter Icon)

NetTracker's ad-hoc reporting capabilities allow you to instantly manipulate the data in any NetTracker report while you are viewing it. You can focus on specific information about visitor behavior by taking one of the standard NetTracker reports and applying filters to include or exclude only the visitors (or pages, referrers, keywords, etc.) you wish. This enables you to isolate data about key events taking place on your Web site (like purchases or paid keyword clickthroughs) and to better understand your visitors' experiences on your site. You can also quickly track the effect that changes you make to the Web site have on your Web site traffic.

For example, the Referrer Summary is one of the most useful reports for online marketers as it reveals where your Web site visitors are coming from. However, it is often more pertinent to learn which Web sites are referring visitors who actually make a purchase. You can easily isolate this data in NetTracker by following these simple steps:

1. Since it is the Referrer Summary that we are interested in and plan to customize, we will begin by opening the Referrer Summary. In the list of **Available Reports**, click **Marketing Analysis** and then click **Referrer**. The Referrer Summary will appear displaying all of the referrals to your Web site for a specific time period.

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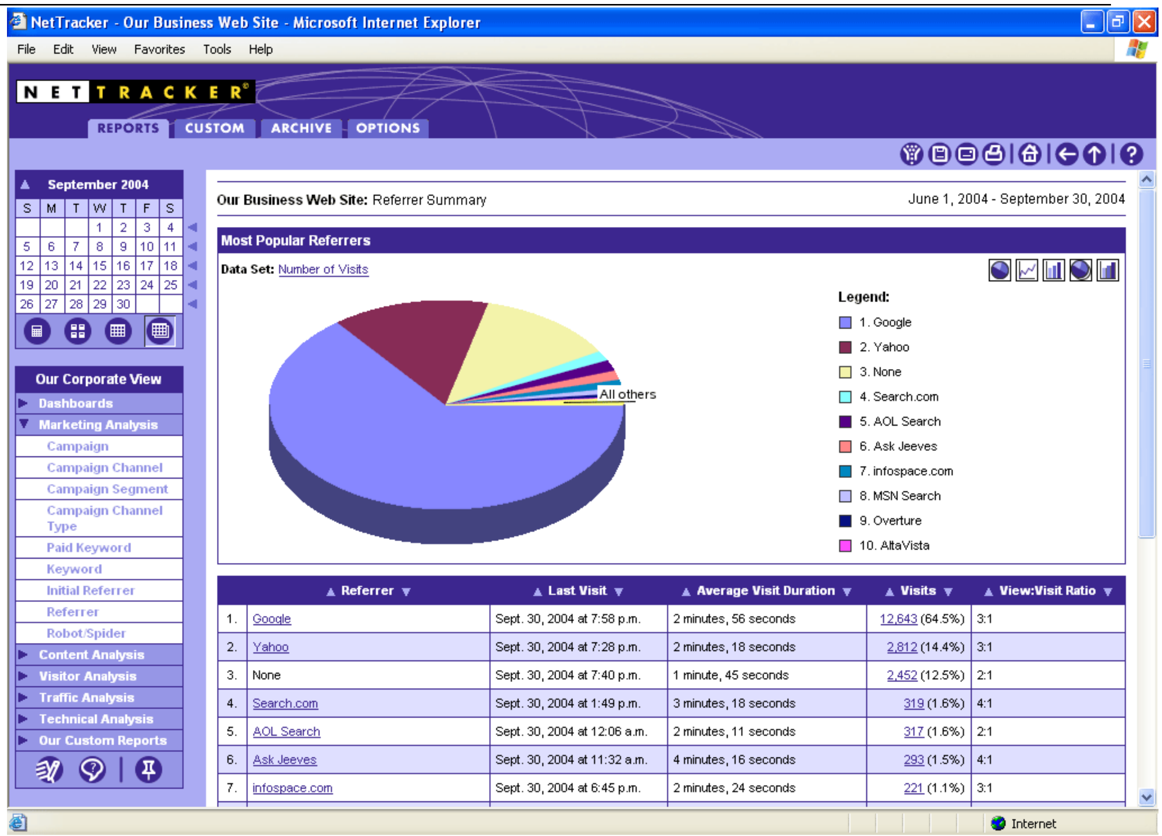

2. In order to isolate the referrals that led to purchases, click the **Filter** icon in the upper-right-hand corner of NetTracker. NetTracker will now display the Custom Report Wizard, which will allow you to apply filters to the report to customize this Referrer Summary.

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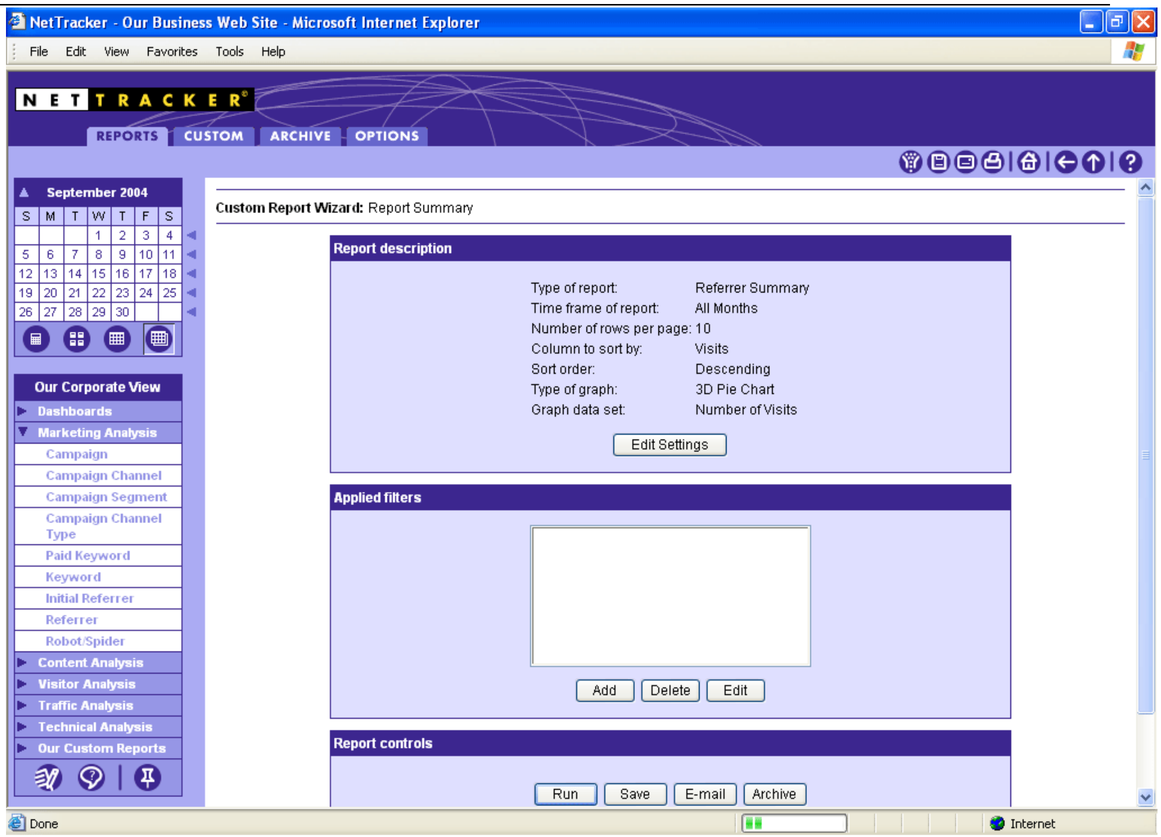

Since you are only interested in the Web sites that referred customers who actually purchased items from your Web site, we must find a way to segment these visitors. In most cases, completing an online purchase requires that the customer reach a "thank you" Web page which lists the details of their transaction and thanks them for their business. By tracking the referrers for only the visitors who reached this page, you will be able to see exactly who is referring the Web site traffic that generates revenue.

3. In order to limit your report to only referrers of visitors who reach the "thank you" page, you will need to apply a Page filter. Click **Add** and you will be prompted to choose from a variety of filters that you can apply to the Referrer Summary.

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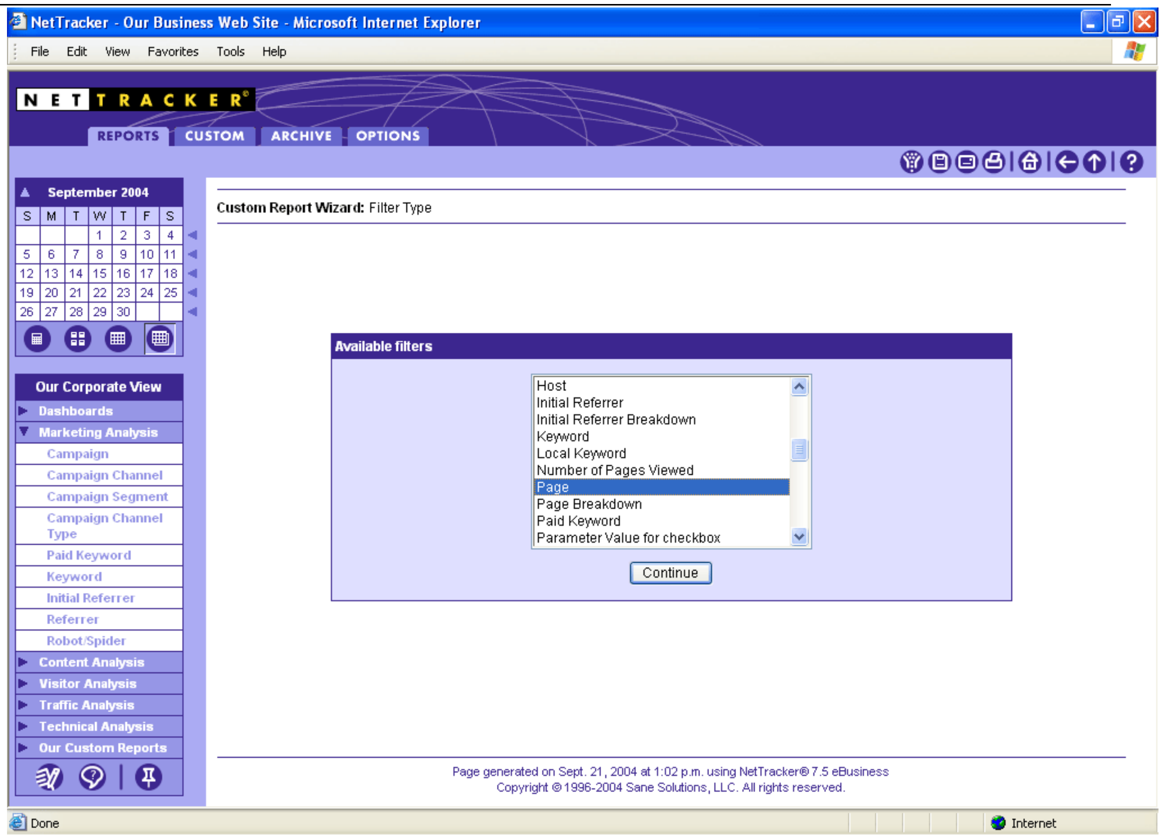

4. Since we wish to include only the visitors who visited a specific page on our site (the “thank you” page), choose **Page** as the filter type and click **Continue.**

5. In the next box you need to add the “thank you” page as a filter. For instance, if your Web page is thankyou.cgi, you would select **that** in the first drop-down menu, **contain** in the second, and type **thankyou.cgi** in the third. Click **Continue**.

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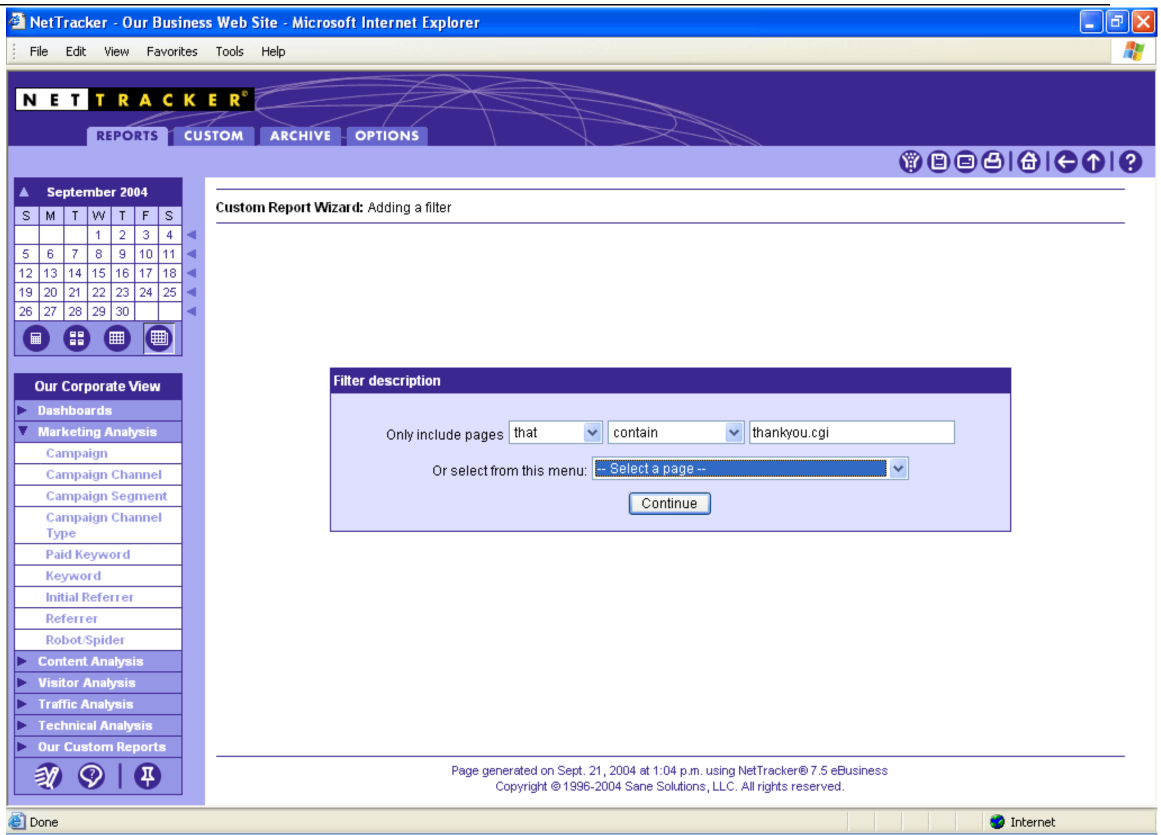

6. You will be returned to the Custom Report Wizard with your filter listed.

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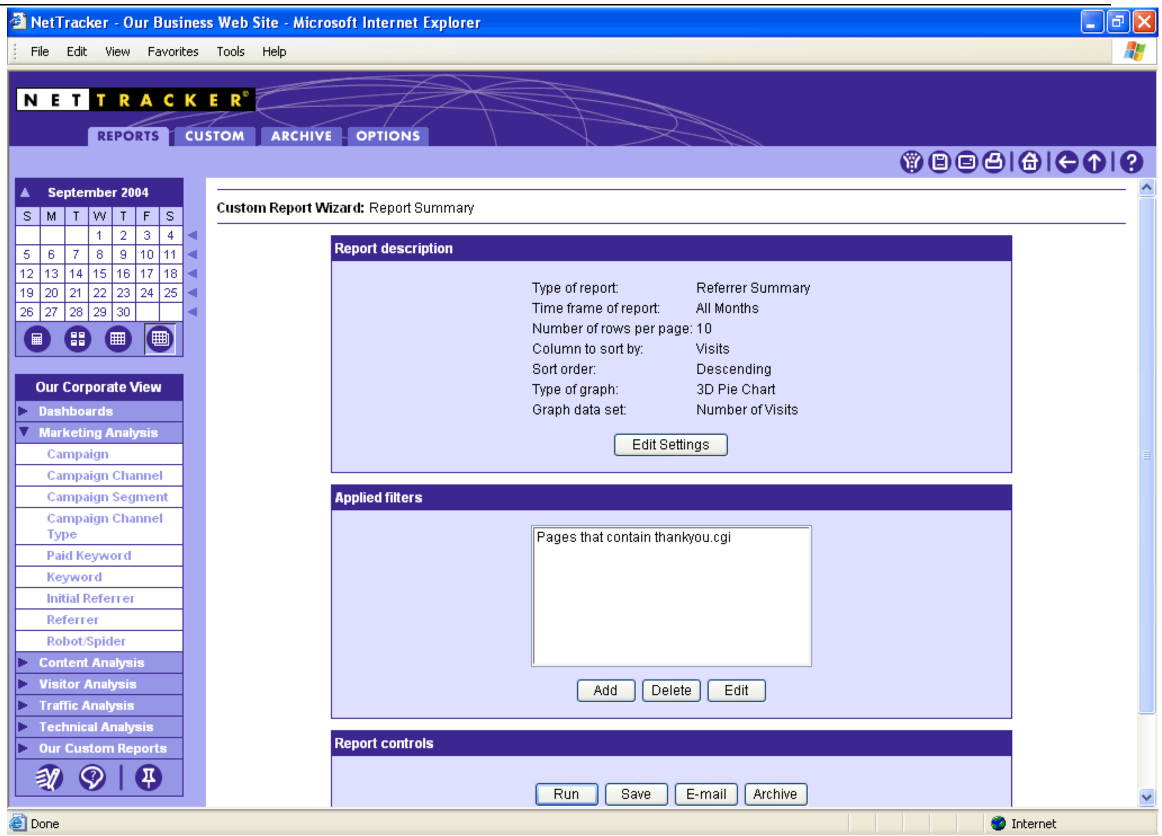

7. At the bottom of this page are four buttons: **Run**, **Save**, **E-mail**, and **Archive**. To run this report immediately, click **Run** now. NetTracker will instantly generate a report that provides the answer to your e-business question. Note the filtering information displayed at the top of your custom Referrer Summary.
   - **Save:** If this is a report that you would like to use again, you may save it. Click on the **Save** button, type in a report title, choose whether filters should be displayed in the report and whether the report should update automatically with your standard reports, and then click **Continue**. Your report will appear under **Custom Analysis** in the **Available Reports** list when the NetTracker profile is updated.
   - **E-mail:** If you decide that you would like to e-mail this report to another member of your organization, click **E-mail**. Type the e-mail addresses of the co-workers to receive this report, select a format for the report, type in any text you wish to accompany the report, and then click **Continue**.
     - Reports can be e-mailed in a spreadsheet, a word processor, or an HTML (with or without links) format.
   - **Archive:** If you decide that you would like to save a copy of the current data in the report to review at a later time or share with your co-workers, click **Archive**. Type a name for the report, choose whether or not filters should be displayed in the archived report, and click **Continue**. NetTracker will now archive it. Archived reports are available in the **Archive** tab. (Note that you will lose the drill-down capability in an archived report.)

Please note: *At any time after reviewing a custom report in NetTracker, you can click on the* ***Previous Page*** *button in the upper-right-hand corner of the screen. This will take you back to the last step in the Custom Report Wizard, where you can* ***Save***, ***E-mail***, *or* ***Archive*** *a report.*

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Typical Business Questions Answered by Instant Ad-hoc Reports

Some business questions that come up often when Web site traffic is being analyzed are:

- What paths through the Web site did those visitors that made an online purchase take?
- Are users having any problems completing a purchase on the Web site? Is server performance fast enough?
- Where did visitors *originally* come from who made a purchase on my Web site?
- Has the number of referrals I receive from a particular site grown since I began advertising on it?

Each of these questions can be quickly answered using NetTracker's **Filter** icon.

What paths through the Web site did those visitors that made an online purchase take?

Display the Path Summary and add a Page filter of the "thankyou.cgi" page as in the previous example in order to see the paths taken by those visitors making purchases on your Web site.

Are users having any problems completing a purchase on the Web site? Is server performance fast enough?

Provided your Webmaster has installed the NetTracker Web Server Plug-in (available as a free download on www.sane.com) on your Web server, NetTracker can tell you how long each one of your pages is taking for the user to access, as well as whether users are hitting the Stop button. If you are interested in the performance of your Web site during an online purchase, find out the name of the script that is being called when a user clicks the purchase button on your Web site. Display the Server Performance Summary and add a Page filter of **that contain *your script name***. By applying this filter to the Server Performance Summary, you can quickly tell if users are aborting the sales request because your Web server is not responding quickly enough when they choose to purchase items from your Web site. You can also see the average server response time, broken down by hour, which can help you spot problems as traffic on your Web site grows.

Where did visitors originally come from who made a purchase on my Web site?

NetTracker can tell you which Web site *originally* referred a visitor to you. You can find this information in NetTracker's Initial Referrer Summary, which lists the Web sites that were used by visitors to find your site the first time they visited, the number of initial referrals made by each site, and the number of total visits that resulted from these initial referrals.

By applying a Page filter of the "thankyou.cgi" page to the Initial Referrer Summary, you can get a complete list of Web sites that were first used to find your site by visitors who placed orders during their first or subsequent visits. The Total Visits field in this filtered report will actually reflect the number of orders that were generated per initial referrer. By analyzing this information, you can quickly see how "paying customers" are initially finding your Web site and focus your marketing accordingly.

Has the number of referrals I receive from a particular site grown since I began advertising on it?

One of the key measures of a successful advertising campaign on the Web is the growth in traffic it generates. By filtering the Page View Summary, you can quickly break down how your traffic has changed since you began advertising on a particular Web site.

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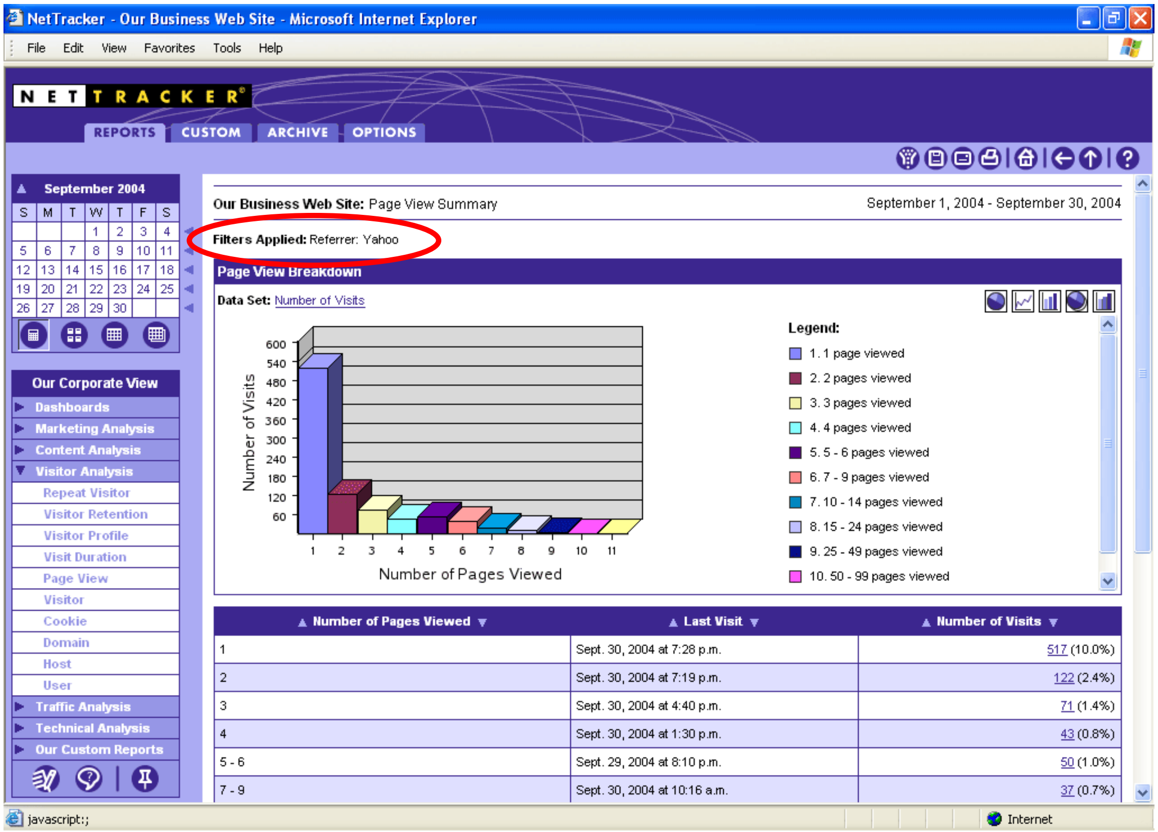
For instance, if you began advertising on a Web portal on October 1, you could run a report on referrals from that site to quickly judge whether traffic has increased. First you display the Page View Summary, apply a Referrer filter of that particular Web portal and select a date filter of September for analysis.



Next, you can change the date filter to the month of October and compare numbers. You can see not only if the number of visits increased, but also how many pages these new visitors viewed. If the only significant growth in your traffic was from visitors that viewed one page only on your site and then left, you may deduce that your advertising campaign is not drawing the right kind of visitors to your site.

Using Filters More Effectively

NetTracker allows you to filter virtually any report by any value: The Referrer Summary can be filtered to only include visitors who viewed a specific page, the Page Summary can be filtered to only include visitors who were referred by specific search engines, etc. Almost any value you see in any NetTracker report can be used as a filter in a report.

For increased usability, NetTracker also offers special filtering options to help you create ad-hoc reports even more quickly.

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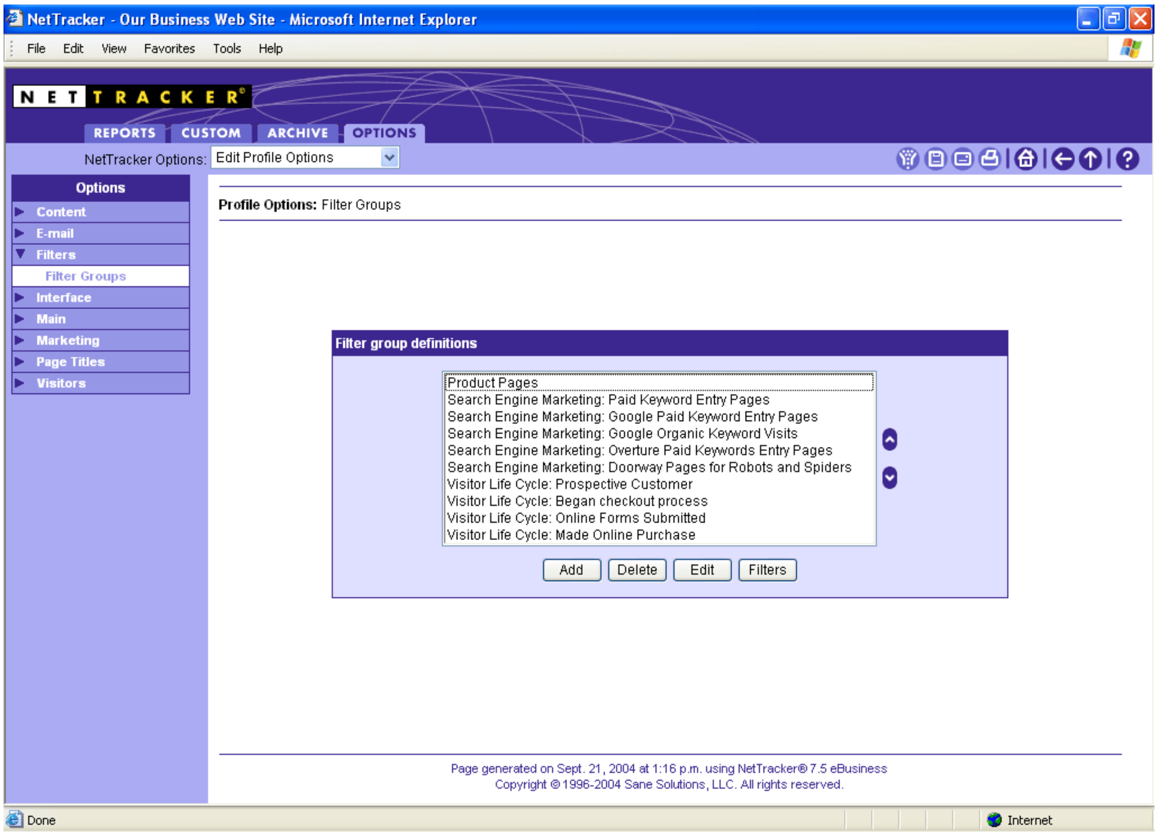
Filter Groups

Filter groups enable you to specify a group of filters only once and then apply it to as many custom reports as you want. For example, you may often filter reports to only include visitors referred by sites on which you advertise (e.g. Google, Yahoo, MSN Search, and AltaVista). Rather than applying each referrer as a separate filter, you could create a filter group to include all of these and simply apply the filter group to the report you wish to customize.

1. To create a filter group, click on the **Options** tab.
2. In the left-hand panel, click **Filter Groups** under **Filters**.



3. Next, click **Add**.
4. In the **Name of filter group (one word)** box, enter a name for the group. The name will be used internally by NetTracker. You may only use alphanumeric characters. The name can be a maximum of 10 characters. Once the filter group is created, you cannot change the name.
5. In the **Title of filter group** box, enter a title for the group. The title will appear in the list of filters in NetTracker. You may enter a maximum of 120 characters.
6. Click **Save Options** and then click **Continue**.
7. Select the filter group and click **Filters**.
8. Click **Add Filter**.
9. Select a filter type from the list and click **Continue**.
10. Enter the values for the filter.
11. Click **Continue.**

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12. Repeat step 8 through step 11 until you have entered all the filters you want for the filter group. Click **Save Filters** and then click **Continue**.
13. Click **Back to Filter Groups**.

Please note: *NetTracker comes with several pre-written filter groups. These filter groups are not meant to be functional and the filters applied will not work for your site. These are merely suggestions for possible filter groups and will require configuration before they can be used.*

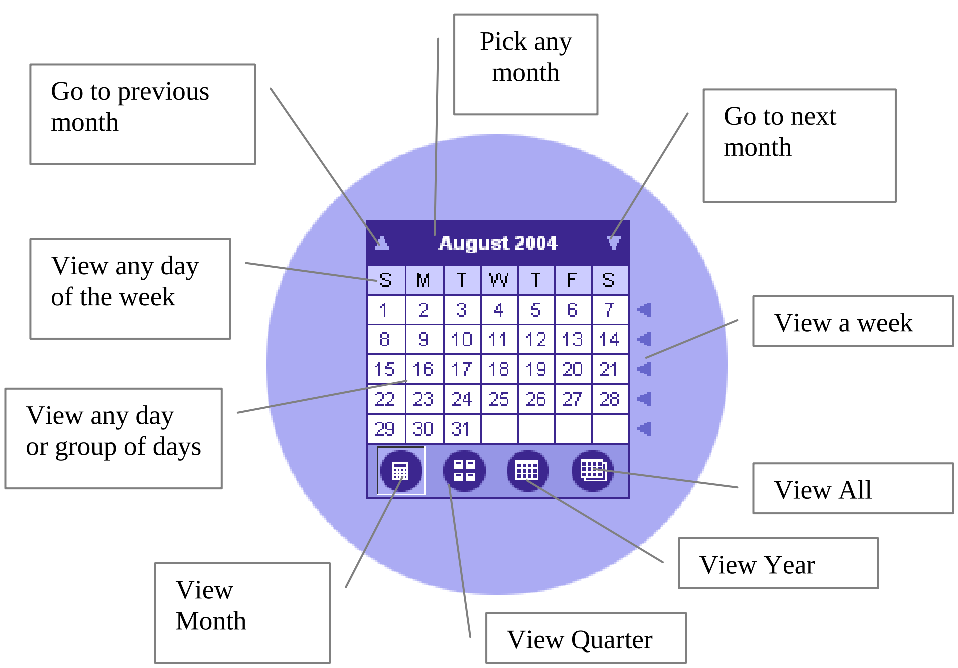
Persistent Filters

Persistent Filters enable you to tell NetTracker to carry over all of the filters you have just applied to a report onto other reports until told otherwise. For example, you may be looking at a Referrer Summary with a filter applied to only include visitors who made a purchase from your site. Perhaps you would then be curious to see which keywords these shoppers used to find your site. Instead of bringing up the Keyword Summary and again applying a filter to only include visitors who made a purchase, you can simply make this “purchase filter” persistent before opening up the Keyword Summary.

To make a filter persistent, you must already have a filter in place. Before switching to a new report, click on the **Make Filters Persistent** button below the Available Reports list. This button will remain depressed until you click on it again. You may now view as many reports as you wish, and the filter(s) will be applied to each new report. To remove the persistent filter, simply click on the **Make Filters Persistent** button again.

Using NetTracker’s Interactive Calendar

The calendar in the upper-left-hand corner of the reports section of NetTracker allows you to instantly customize the time frame for the data in any report, standard or custom.



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1. Click on the icons below the calendar to view your Web site traffic data for a month, quarter, year, or to view all the Web data stored in your NetTracker database.
2. Click the up or down arrow next to the name of the month to view the previous or next month.
3. Select any specific date by clicking it.
4. Select any combination of non-sequential dates by holding down the Ctrl key and clicking the dates.
5. Select a sequential range of dates by clicking the first date then holding down the Shift key and clicking the last date.
6. Select only certain days of the week (e.g. Tuesdays of a given month) by clicking on the letter signifying each day at the top of the calendar.

After your selection the report is automatically updated to the time frame you chose.

Using Ask NetTracker: NetTracker's Unique Question-Driven Custom Reporting Interface

Ask NetTracker is a unique question-driven interface that allows you to create custom reports by asking NetTracker simple questions about your Web site traffic in "plain English." You can choose from an extensive list of pre-written questions which produce custom reports categorized by the type of analysis they provide, or you can build your questions yourself in a simple question-builder application.

Using Ask NetTracker's Frequently Asked Questions

1. By clicking on the **Ask NetTracker** icon below **Available Reports** list, you will be taken to the **Ask NetTracker** application within the Custom Report Wizard.

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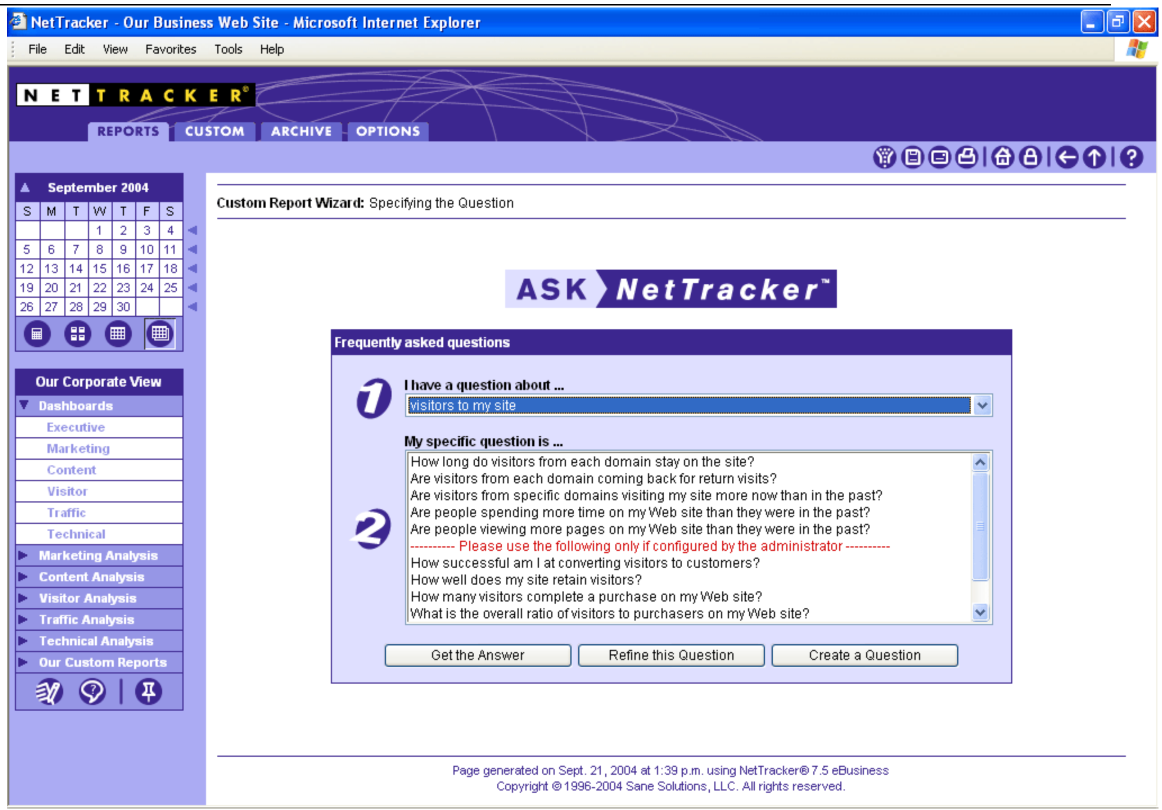

2. In box 1, select the type of question you would like to ask from the pull-down menu.
3. In box 2, select the specific question to which you would like the answer from the pull-down menu.
4. At the bottom of the page are three buttons: **Get the Answer, Refine this Question,** and **Create a Question.** To receive a report with an answer to the question you have selected, click **Get the Answer** now. NetTracker will instantly generate the necessary custom report to answer your question. You will see your question displayed at the top of the report.
   - If you would like to apply more filters to the question you have selected, click on **Refine this Question.** This will take you to the Report Summary in the Custom Report Wizard, where you can add or remove filters to better tailor this report to answer your question.
   - If you cannot find the question you are looking for, click on **Create a Question.** This will launch Ask NetTracker's question builder, which will prompt you to create a question, in "plain English," to get the data you require. See the next section for more information on Ask NetTracker's question builder.

Please note: *While many of the frequently asked questions in Ask NetTracker will work without any configuration, many others require that your administrator first configure Content Groups, Filter Groups, Ad Campaigns, etc. These questions are separated from the ready-to-use questions with a red line reading "Please use the following only if configured by the administrator".*

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Using Ask NetTracker's Question Builder

Of course, not all the possible questions you will have about your Web site traffic can be pre-written. When a question arises that is not included in Ask NetTracker's frequently asked questions, you must either use the NetTracker Custom Report Wizard or build the question in Ask NetTracker's question builder.

1. From the initial **Ask NetTracker** screen, click on the **Create a Question** button. This will take you to Ask NetTracker's question builder.

2. In box 1, choose the type of report that will best answer your question.
   - A **standard report format** will build a standard custom report by taking a single report and applying filters to it (e.g. a page summary with a referrer filter, showing the most popular pages, but only for visitors who were referred by Google).
   - A **report correlating two values** will build a crosstab report—a report ranking the most popular values for each of a series of other values (e.g. a report showing the most popular pages for visitors referred by each of your most popular search engines). For now, choose **in a standard report format.**
3. In box 2, choose the first part of your question. If you are interested in which keywords were most popular for a certain segment of your Web visitors, choose **Which keywords were used to find my site by visitors…**.
4. In box 3, choose the segment of your Web site visitors that you wish to apply your question to. If you are interested in visitors referred by Google, select **are referred by Google**.

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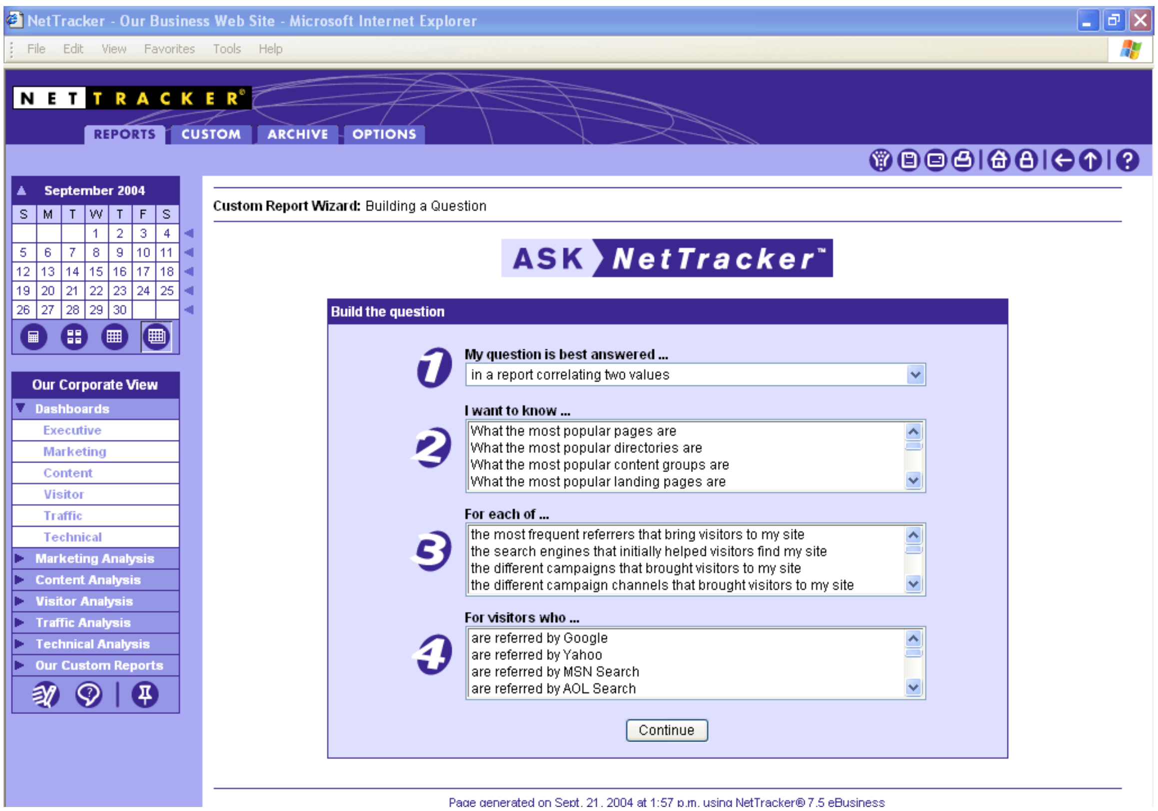
5. Now that you have selected all of the elements for your question, click on the **Continue** button. If the segment of visitors you specified requires further configuration (e.g. “view specific pages”), NetTracker will prompt you for the value. Once you have provided this value (or if none is required), you will be taken to the Report Summary.
6. At this point, you may apply other filters manually or, to answer your question, simply click **Run**. You may also choose to **Save**, **E-mail**, or **Archive** this report.

The other type of report that you can build in Ask NetTracker is a **report correlating two values**.

1. Starting on the initial Ask NetTracker screen again, click on the **Create a Question** button.
2. In box 1, choose **in a report correlating two values**.
3. In box 2, choose the first part of your question. If you are interested in the most popular pages for visitors referred by each of your most frequent referrers, you would choose **What the most popular pages are**.



4. In box 3, choose the second part of your question. For the example above, you would choose **the most frequent referrers that bring visitors to my site**.
5. If desired, in the final box you can choose to further refine your report by only including visitors that match a specified criteria (e.g. made a purchase online, are from a specific domain, etc.). Click the **Continue** button. If the segment of visitors you specified requires further configuration (e.g. “view specific pages”), NetTracker will prompt you for the value. Once you have provided this value (or if none is required), you will be taken to the Report Summary.
6. At this point, you may apply other filters manually or, to answer your question, simply click **Run**. You may also choose to **Save**, **E-mail**, or **Archive** this report.

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Please note: *Like the frequently asked questions, some portions of the Question Builder will require configuration by an administrator (e.g. Content Groups and Ad Campaigns). If these portions are not configured, they will not appear in your list of options in the Question Builder.*

Using the NetTracker Custom Report Wizard

For the most sophisticated custom reporting capabilities in NetTracker, use the NetTracker Custom Report Wizard. To enter the Custom Report Wizard, click on the **Custom** tab.

You will be brought to the **Managing Reports** screen in the Custom Report Wizard, which displays a list of the custom reports you have already created. You may run, edit, or remove any of these reports. From this screen, you may also choose to create a report by clicking the **Create Report** button.

Some of the custom report types available in the Custom Report Wizard include:

- **Custom dashboards**
- **Scenario reports**
- **Trend reports**
- **Path summary between two specific pages**
- **Path summary from a specific page**
- **Path summary to a specific page**

Each of these report types offer unique ways to access and view your Web site traffic data. Below you will find a comprehensive description and instructions for creating each of these reports.

Using NetTracker to Create Custom Dashboards

NetTracker dashboards are specific groups of reports abbreviated for an executive-level snapshot of your Web site activity. NetTracker not only supplies dashboards for each of the standard reporting groups (Marketing, Content, Visitor, Traffic, and Technical analysis) out of the box, but also allows you to create custom dashboards to incorporate any reports—standard or custom—into a dashboard of your own design.

To create a **Custom dashboard**:

1. Select **Custom dashboard** from the list of custom report types and then click **Continue**.
2. In the **Time frame of report** list, select the month whose data you want to include in the report or select **All Months**. Click **Continue**.
3. Now you need to specify each section of the dashboard. (A section is a graph summarizing a type of data taken from one of the standard or custom reports in the profile, e.g. “Top Performing Paid Keywords”.)
4. Click **Add**.
5. In the **Section title** box, enter the text that you want to label this section in the dashboard. You may enter a maximum of 200 characters.

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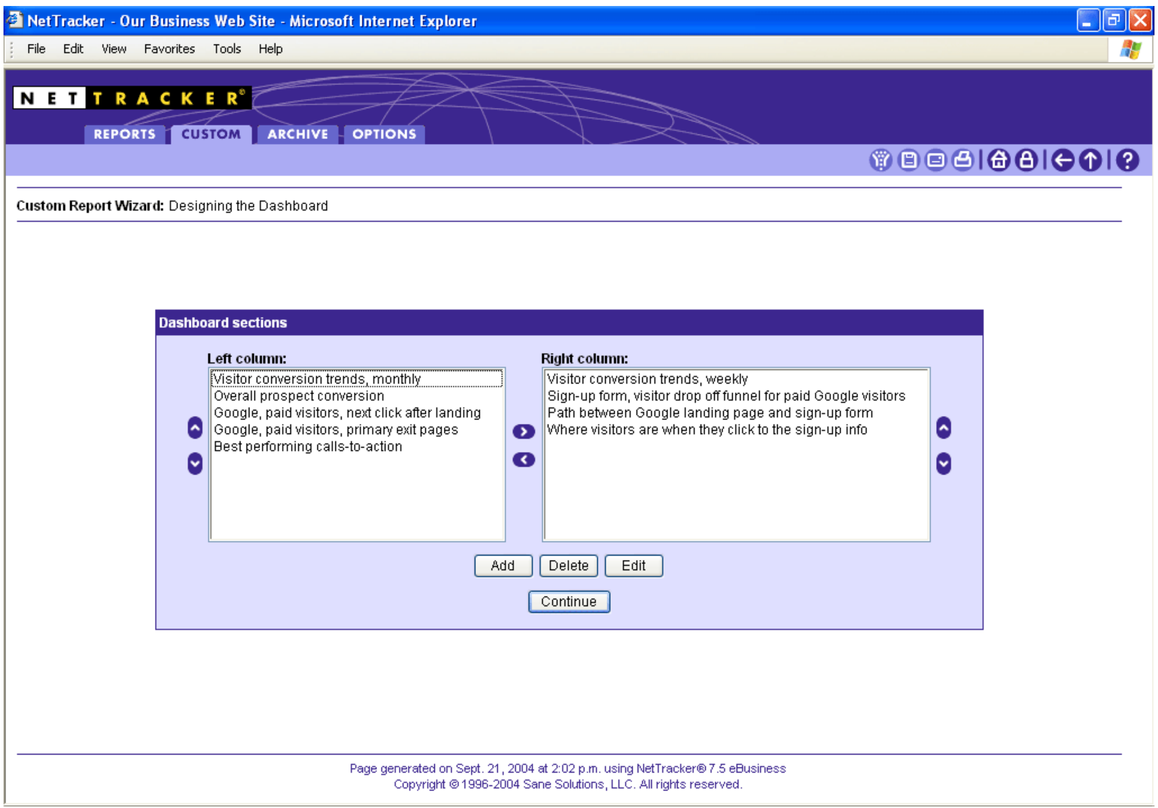
6. In the **Data source** list, select the report that will serve as the source of the data for the dashboard section, e.g. “Paid Keyword Summary”.
7. In the **Type of graph** list, select the type of graph that will be used to display the data in this section, e.g. “3D Pie Chart”.
8. In the **Graph data set** list, select the data set in the selected data source that will provide the data for the dashboard section, e.g. “Number of Visits”.
9. In the **Values in graph** list, select the number of values you want to include in the graph, e.g. “5”.
10. Click **Continue.**
11. Repeat step 4 through step 10 until you have added all the sections you want in this dashboard. (To edit a section, select the section and click **Edit**. To delete a section, select the section and click **Delete**.)
12. Arrange the sections in the order in which you want them to appear in the dashboard.



- To move a section up or down in a column, select the section and click the **Move Up** or **Move Down** arrow for the column.
- To move a section from the left column to the right column, select the section and click the **Move to Right Column** arrow.
- To move a section from the right column to the left column, select the section and click the **Move to Left Column** arrow.

13. When you have the sections arranged in the dashboard in the way you want, click **Continue**. NetTracker will display the Report Summary page, where you can edit, filter, run, save, e-mail, or archive the custom dashboard.

Of course, once this report has run, you may continue to tailor it by utilizing the **Filter** icon and selecting time frames in the calendar.

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Typical Business Question Answered by Custom dashboards

Since dashboards allow you to combine multiple reports within a single page, they are best suited to track specific areas of your Web site's performance. For example, you may have dozens of custom reports set up in NetTracker to answer your unique Web site traffic questions. Perhaps ten or more of these deal strictly with search engine marketing. Therefore, you could create a dashboard of these reports to answer:

How are my search engine marketing efforts performing in terms of traffic generated and visitor conversions?

To answer this broad question, it would be best to construct a custom dashboard with all of the reports you have created to monitor your search engine marketing efforts. Perhaps you have reports showing referrals from keywords purchased on Overture and Google. You may have reports showing visitors entering your site on pages you have optimized for search engine ranking. You may also have scenario reports monitoring visitor conversions from each of these entry points. Creating a single dashboard to encompass all of these reports surrounding search engine marketing is a more efficient method for monitoring your key performance indicators. If any one report in your dashboard shows a severe (or even slight) spike or dip, you can simply click on that report to view more details.

Using NetTracker to Create Instant Scenario Reports

Scenario reports allow you to track how many people progressed from one activity on your site to the next. For example, you may wish to see how many of the people who found your site by clicking on one of your purchased keywords on Google also went on to complete an online form on your site and to download your product information. NetTracker's scenario reports allow you to answer such questions with the help of NetTracker visitor profiles.

Visitor profiles are a useful tool in NetTracker for grouping your Web site visitors by the activities they perform on your site. You might set up visitor profiles to group visitors who look at certain types of products, fill out online forms, and/or make purchases. By telling NetTracker the criteria for each of these profiles (pages viewed, keywords used, etc.) and giving the profiles a name, you can quickly see how many visitors are performing each of these activities. You can also apply filters to your custom reports to only include visitors matching a certain profile.

To create a **Scenario Report**:

1. Choose **Scenario report** as the type of custom report you wish to create.
2. In the **Time frame of report** list, select the month whose data you want to include in the report or select **All Months**.
3. In the **Type of graph** list, select the graph format you want to use.
4. In the **Graph data set** list, select the type of data you want to display in the graph.
5. Click **Continue**.
6. The **Available visitor profiles** list contains all of the visitor profiles already defined in the profile. Select a visitor profile that defines a step in the scenario for this report, and click on the arrow button that points to the right to move the profile into the **Scenario steps** list.
7. Repeat step 6 for every visitor profile you want in the scenario for this report. (To move a visitor profile out of the **Scenario steps** list, select the visitor profile and click the **Move to Left Column** arrow.)

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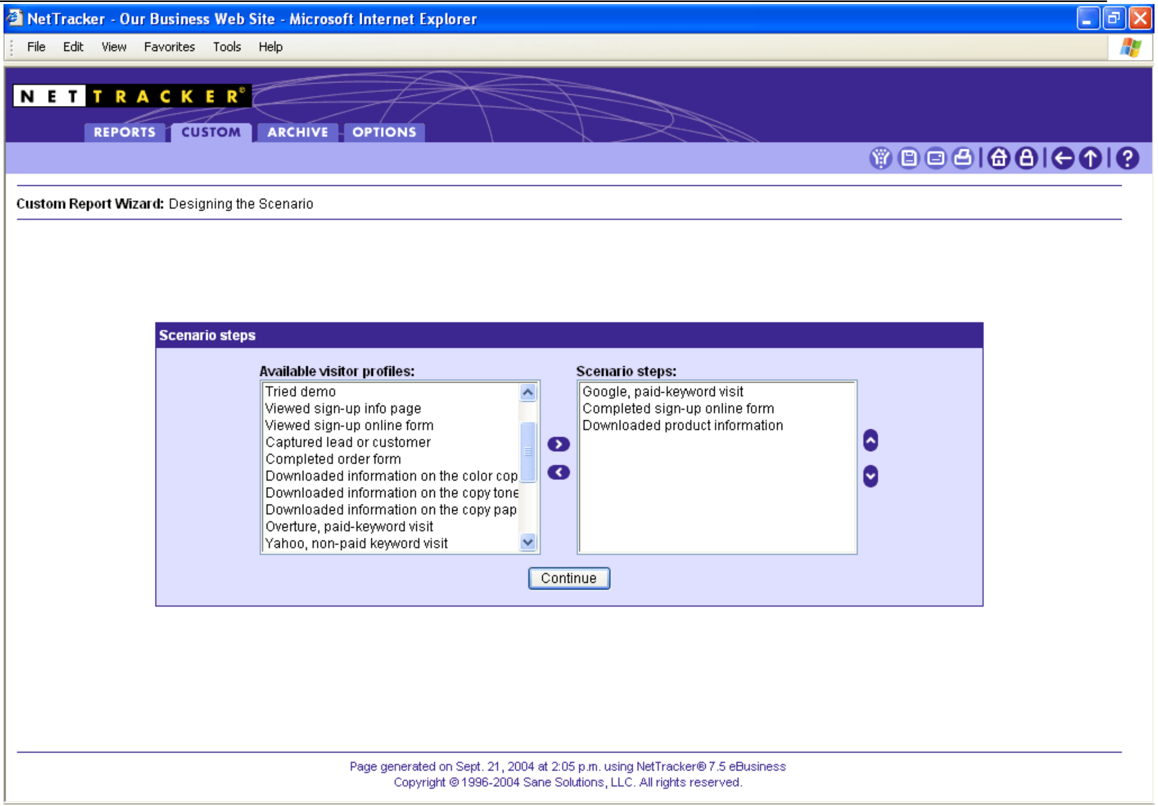

8. To reorder the visitor profiles within the **Scenario steps** list, select one or more visitor profiles whose order you want to change and click the **Move Up** or **Move Down** button.
9. When you have all the visitor profiles you want in the **Scenario steps** list and they are in the correct order, click **Continue**. NetTracker displays the Report Summary page, where you can edit, filter, run, save, e-mail, or archive the custom scenario report.

Typical Business Question Answered by Instant Scenario Reports

A business question that can best be answered with scenario reports might be:

How well am I doing at converting visitors who see my paid ad words on Google into customers?

Measuring visitor conversion from search engine marketing initiatives is important to Web marketers. How well are the keywords that you have purchased performing? Are they sending traffic to your site? More importantly, are they sending visitors to your site who make an online purchase? Since these visitors may not make a purchase in their first visit (it may take several repeat visits before they finally spend money on your site), a scenario report allows you to track your search engine marketing conversion rate, even across multiple visits.

To answer this search engine marketing question with a scenario report, you must have visitor profiles set up for visitors who respond to your Google ad word(s) and visitors who make a purchase. Simply select these two values from your list of profiles and run the report. NetTracker will report the number of visitors who matched each profile, provide you with the number of drop-offs (those who did not complete both steps), and the overall conversion rate.

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Using NetTracker to Create Instant Trend Reports

Trend reports allow you to view your Web data over a period of time. For example, you might look to see if the number of referrals from a particular search engine has increased or decreased over the past few months, or you may be interested in whether certain pages or products on your site are more or less popular than they were in the past.

A very common question marketing professionals ask about their e-commerce Web sites is whether the products they are promoting online are growing in popularity. To find the answer to this e-business question, you can create a Trend Report using NetTracker's Custom Report Wizard.

1. Select **Trend report** and click **Continue**.
2. Select the time frame for which you want the report and click **Continue**.
3. In the **Group results by** list, select the time period to group results by.
4. In the **Sort order** list, select **Ascending** or **Descending**.
5. Click **Continue**.
6. NetTracker displays the Report Summary page. Now you need to tell NetTracker what data to include in the trend report. Under **Report columns**, click **Add**.
7. In the **Name of column** box, enter a name that describes the first subset of data you want in the report. You can display data in a trend report in terms of views or visits.
8. In the **Data in column** list, select an option.
9. Click **Continue**.
10. Click **Add**.
11. Select the type of data you want in the trend report and click **Continue**.
12. Enter a filter that describes the data you want.
13. Click **Continue**.
14. If that filter adequately describes the data subset, click **Continue** again to return to the Report Summary page. If you need more than one filter to describe this subset of data, repeat step 10 through step 13 until you have entered all the filters for this subset.
15. Click **Continue** again to return to the Report Summary page.
16. Repeat step 6 through step 15 until you have added all the subsets of data you want to track in this trend report.

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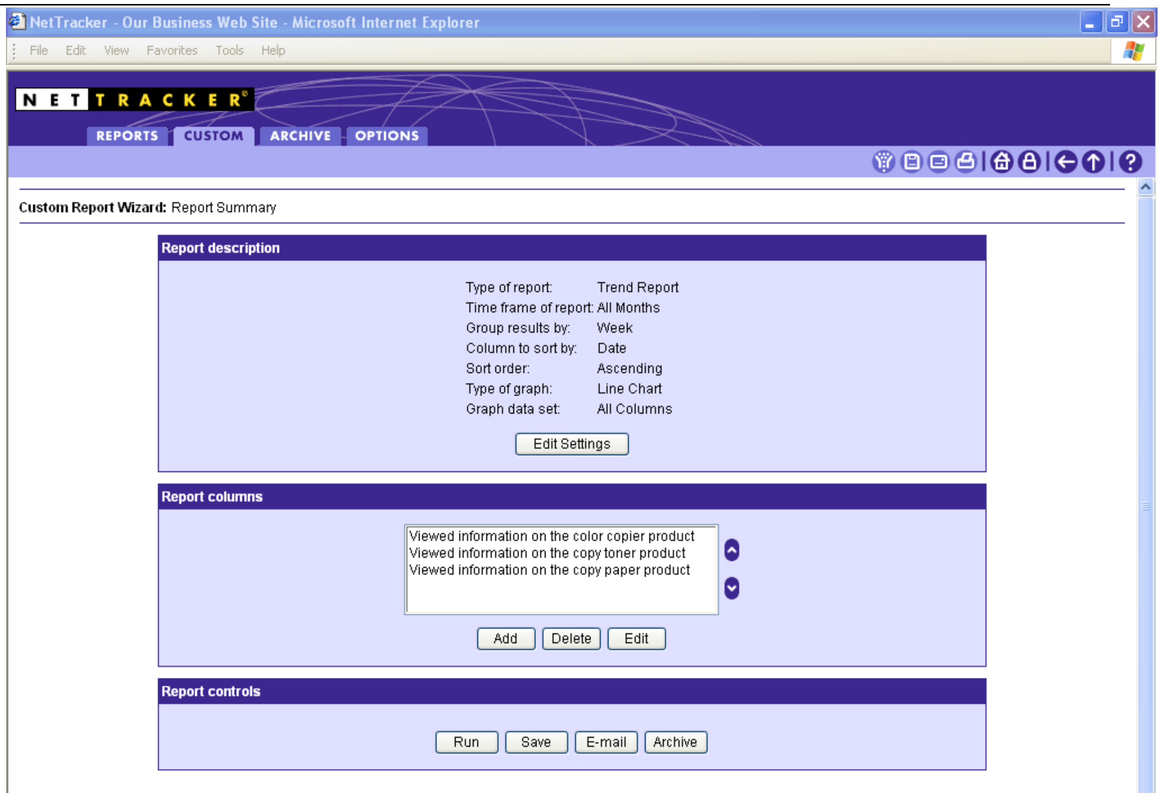

Typical Business Questions Answered by Instant Trend Reports

Some trend-related business questions that often come up when Web site traffic is being analyzed are:

- How do the number of referrals compare between the search engines to which I have submitted my Web site?
- What percentage of new visitors versus repeat visitors make a purchase on my site?

Each of these questions can be quickly answered using custom trend reporting in NetTracker as shown below.

How do the number of referrals compare between the search engines to which I have submitted my Web site?

After submitting your Web site to a number of search engines, you may want to compare the number of referrals from each one over time. To do this, you can create a Trend Report.

To answer this question, you will need to create columns for each of the search engines you wish to analyze. Following the steps for creating a trend report, you could name the first column **Yahoo** and apply a Referrer filter of **that match Yahoo** to the column. You would add similar columns and filters for each referrer that you want to analyze. When you click **Run,** a report similar to the one pictured below will be generated, comparing results by referrer.

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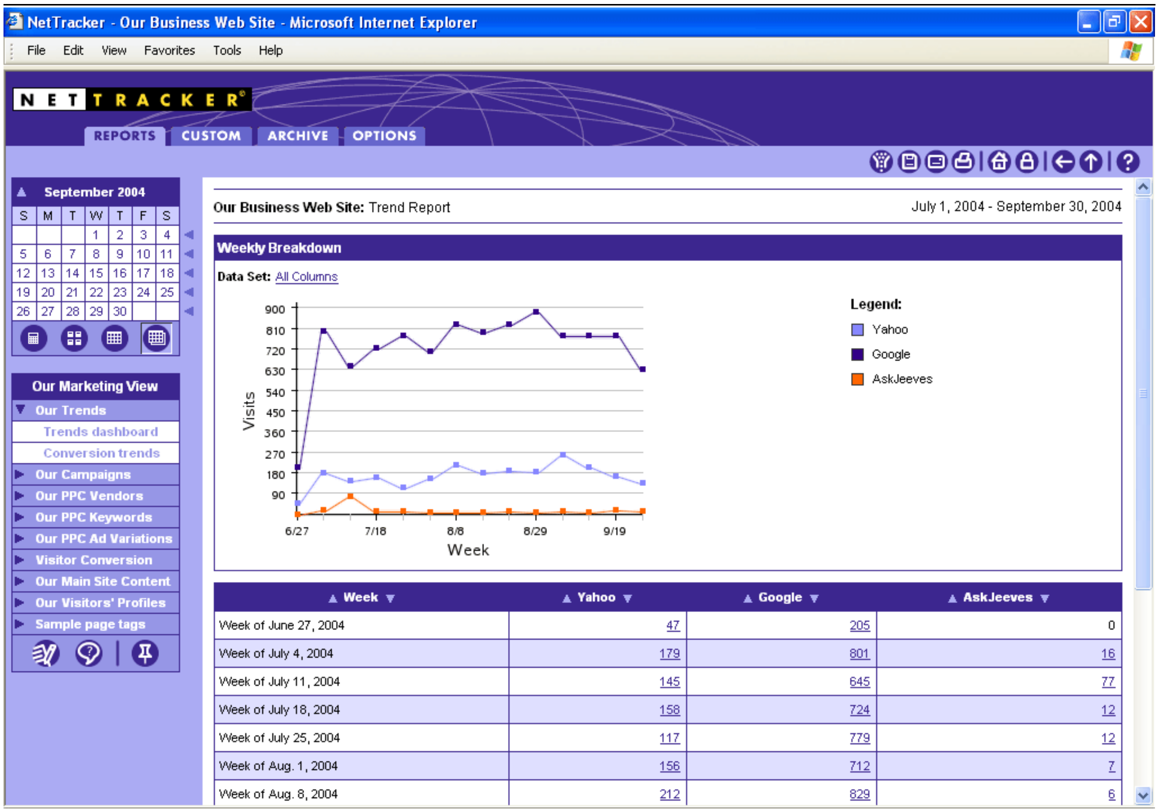

Once a Trend Report has been created, you can drill down further into the data just like you would in any other NetTracker report. You can also apply additional ad-hoc filters to segment the visitors in this report based on any criteria.

What percentage of new visitors versus repeat visitors make a purchase on my site?

You can also answer this question using a NetTracker trend report. You will need to create a column for each type of visitor you want to analyze. Following the steps for creating a trend report, you would name the first column **New Visitors** and apply a Visit Type filter of **New Visit** to the column as well as a Page filter of **that end with "thankyou.cgi"** (assuming that is the name of your order confirmation page). You would name the second column **Repeat Visitors** and apply a Visit Type filter of **Repeat Visit** to the column as well as the same Page filter described above. When you click **Run** a report similar to the one pictured on the next page will be generated, comparing the number of new visitors who ordered with the number of repeat visitors who ordered.

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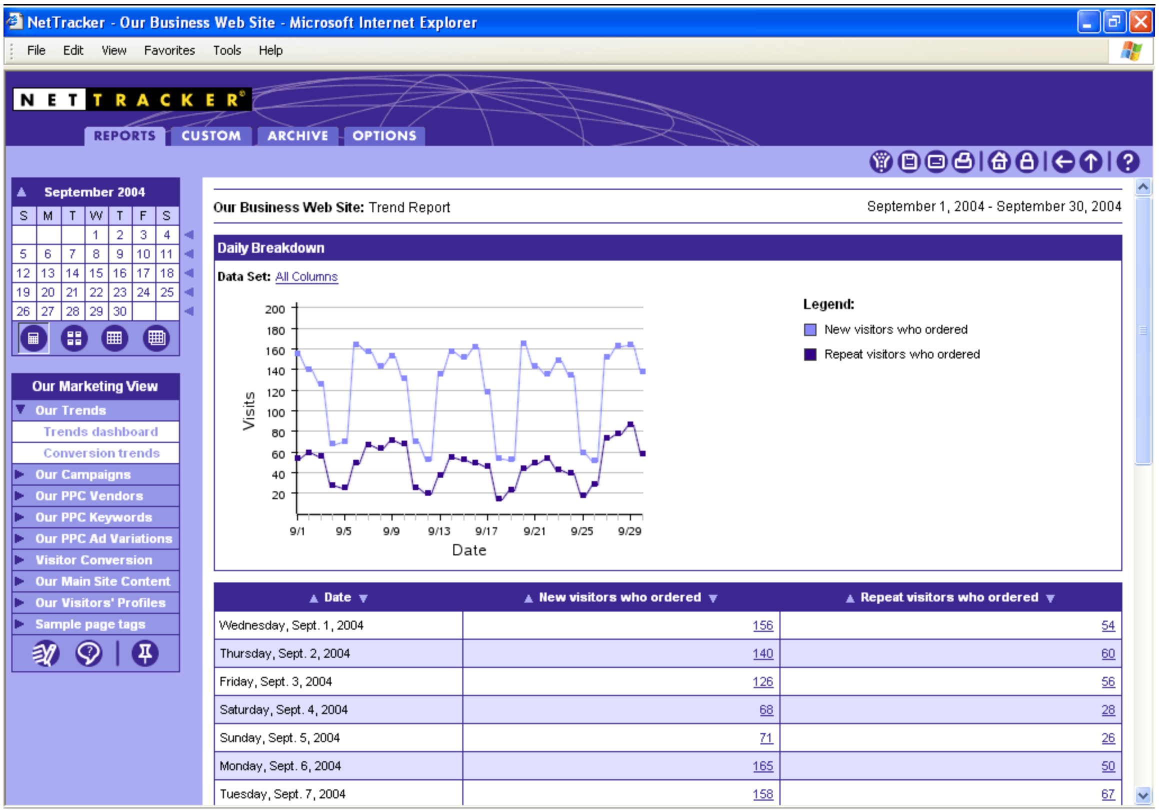

Using NetTracker to Create Instant Navigational (Path) Analysis Reports

Web marketers are often concerned about their Web site visitors' clickstream paths (page-by-page sequence of pages viewed in a visit). NetTracker offers "true" clickstream analysis, giving you the capability to view the clickstream path of any visitor who meets any given criteria in any report. NetTracker also offers special custom reports to track all paths beginning on a specific page, ending on a specific page, and between two specific pages.

Path Summary Between Two Specific Pages Report

NetTracker's custom Path Summary between two specific pages report allows you to perform targeted analysis of visitors' clickstream paths between two pages of your choice. This report is useful when you want to track the paths of visitors who entered your site at one point (e.g. the entry page for a purchased keyword or banner ad campaign) and traveled through the site to reach another page of interest (e.g. the "thank you" page for online purchases or a particular online form). By reviewing these paths, you can look for other content the visitors who took such a path are interested in.

1. Select **Path Summary between two specific pages** and click **Continue**.
2. In the **Paths start on** box, enter the page on which the paths you want to track originated. (Or, you can select a page from the list of the ten most popular pages on the site.) Click **Continue**.

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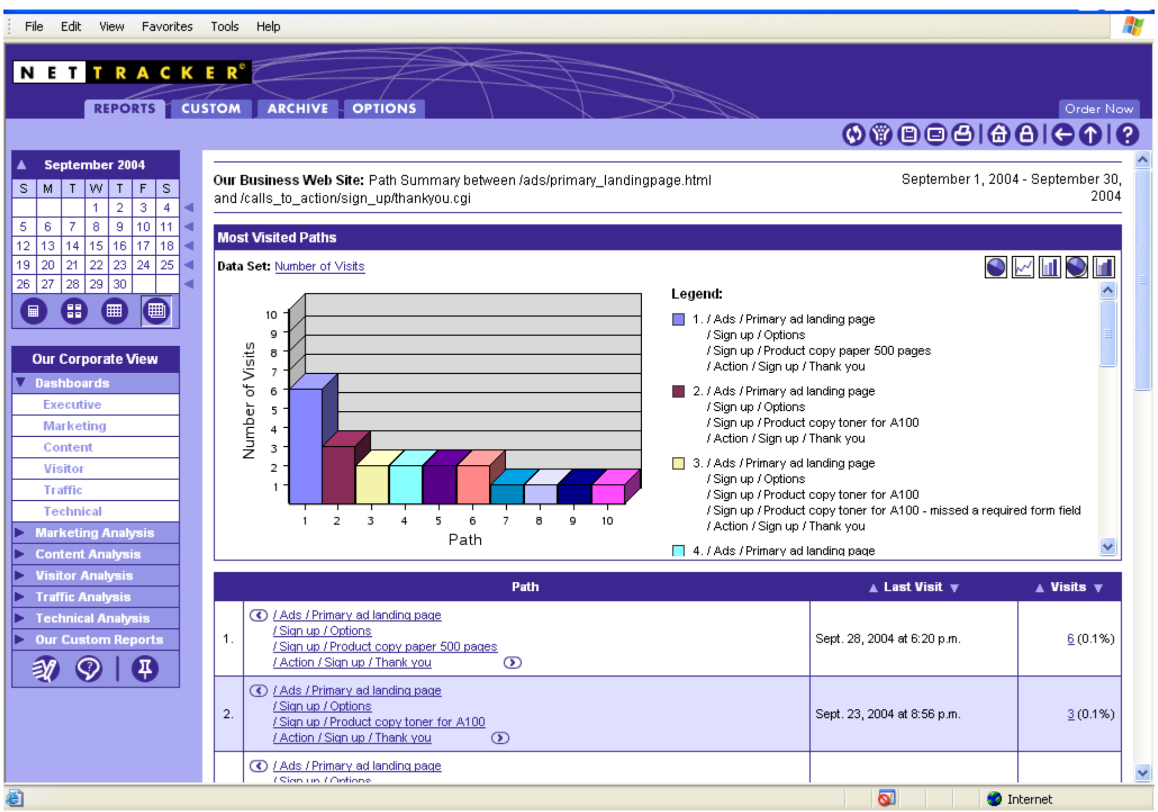
3. In the **Paths end on** box, enter the page at which the paths you want to track concluded. (Or, you can select a page from the list of the ten most popular pages on the site.) Click **Continue**.
4. In the **Time frame of report** list, select the month whose data you want to include in the report or select **All Months**.
5. In the **Number of rows per page** list, select the number of rows that you want per page of the report.
6. In the **Column to sort by** list, select the name of the column by which you want to rank items in the report.
7. In the **Sort order** list, select either **Ascending** or **Descending**.
8. In the **Type of graph** list, select the graph format you want to use.
9. In the **Graph data set** list, select the type of data you want to display in the graph.
10. Click **Continue**. NetTracker displays the Report Summary page, where you can edit, filter, run, save, e-mail, or archive the custom report.
11. Run the report.
12. NetTracker will display the path summary, with the most popular paths taken between the two pages.
13. Clicking on the arrows at the beginning and end of each path reported will allow you to explore the pages viewed before or after the originally-requested portion of the path.



Path Summary from a Specific Page Report

NetTracker's Path Summary from a specific page report allows you to view the paths visitors take from a specific page. Using this report, you can see, for instance, where on your site visitors tend to go after reaching the home page or entering your site on a banner ad landing page.

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1. Select **Path Summary from a specific page** and click **Continue**.
2. Follow the same instructions as the Path Summary between two specific pages report. The only difference is that you will not be asked for the final page in the path. In addition, when you set up the elements of this report, you will be prompted for a **Maximum length of path** value, denoting the maximum number of pages the entire path may encompass. If you are interested in performing "next click analysis", select a maximum path of 2 pages.

Path Summary to a Specific Page Report

NetTracker's Path Summary to a specific page report allows you to specify a page on your site and then view all of the paths that led to visitors to view that specified page. You can use this report to track, for instance, all of the paths visitors took that resulted in them making a purchase, filling out an online form, or performing another call to action.

1. Select **Path Summary to a specific page** and click **Continue**.
2. Follow the same instructions as the Path Summary between two specific pages report. The only difference is that you will not be asked for the starting page in the path. In addition, when you set up the elements of this report, you will be prompted for a **Maximum length of path** value, denoting the maximum number of pages the entire path may encompass.

Typical Business Questions Answered by Instant Path Analysis Reports

Some business questions that come up often regarding visitors' paths are:

- Where are visitors most likely to go on my site after they have viewed my home page?
- What paths are my visitors taking to get to my online order form?
- Where do my visitors go on my site between responding to an ad campaign and making a purchase?

Each of these questions can be answered using the NetTracker Custom Report Wizard's custom path summaries: Path Summary from a specific page, Path Summary to a specific page, and Path Summary between two specific pages.

Where are visitors most likely to go on my site after they have viewed my home page?

Marketing professionals are increasingly concerned about "next click analysis," the examination of which pages visitors view when given a choice of several options on a Web page. You may be concerned about which areas of your site visitors are going immediately after viewing your home page. By choosing **Path Summary from a specific page** as the report you would like to customize and specifying your home page as the starting page from which you want the analysis to begin, you can quickly see which paths from your home page are the most popular.

What paths are my visitors taking to get to my online order form?

By analyzing the paths that visitors are taking to get to your online order form, you can identify other products the visitors who make purchases on your site viewed during their visit, and use this information for cross-selling opportunities.

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To prepare a custom report that contains this information, choose **Path Summary to a specific page** as the custom report type in the Custom Report Wizard. You will be prompted to provide the destination page that you would like to track. If your order page is called **/order.html** and the page is in the products directory, you would enter **/product/order.html**. (Note that you have to enter the whole path.) You will then be prompted to select a time frame for the report as well as the specifics on how you would like the report to appear. In addition, you must specify the maximum number of preceding pages you would like to view in the clickstream paths that lead visitors to your order form. If you are interested in the four pages a user viewed just before they got to order.html, you would enter **5** as the maximum length of the path to be tracked.

Where do my visitors go on my site between responding to an ad campaign and making a purchase?

By analyzing the paths of the individuals who responded to a specific ad campaign and end up making a purchase on your site, you can look for potential diversion points in your site where you may have lost other potential sales. You can also look for other types of content that the people who are willing to spend money on your site are interested in.

Choose **Path Summary between two specific pages** as your custom report type, specify the landing page for the particular ad campaign you are looking to track as the starting page, and then specify the “thank you” page that visitors see after making a purchase as the final page. You can quickly spot the directions your shoppers take between these two points.

Using NetTracker to Create Instant Custom Crosstab Reports

NetTracker’s custom crosstab reports allow you to correlate any two arbitrary values within a single report, enabling you to explore the relationships within your Web data that may not be immediately obvious when reviewing your standard set of reports. For instance, by running a custom crosstab report, you could analyze which keywords are the most popular on each of your most popular referring search engines.

1. To do this, you would select **Crosstab report** as the type of report you would like to create in the Custom Report Wizard. You will be taken to a screen to set up the parameters of this crosstab report.
2. In the **Time frame of report** list, select the month whose data you want to include in the report or select **All Months**.
3. In the **Primary value** list, select the first value that you want to analyze.
4. In the **Secondary value** list, select the second value that you want to analyze.

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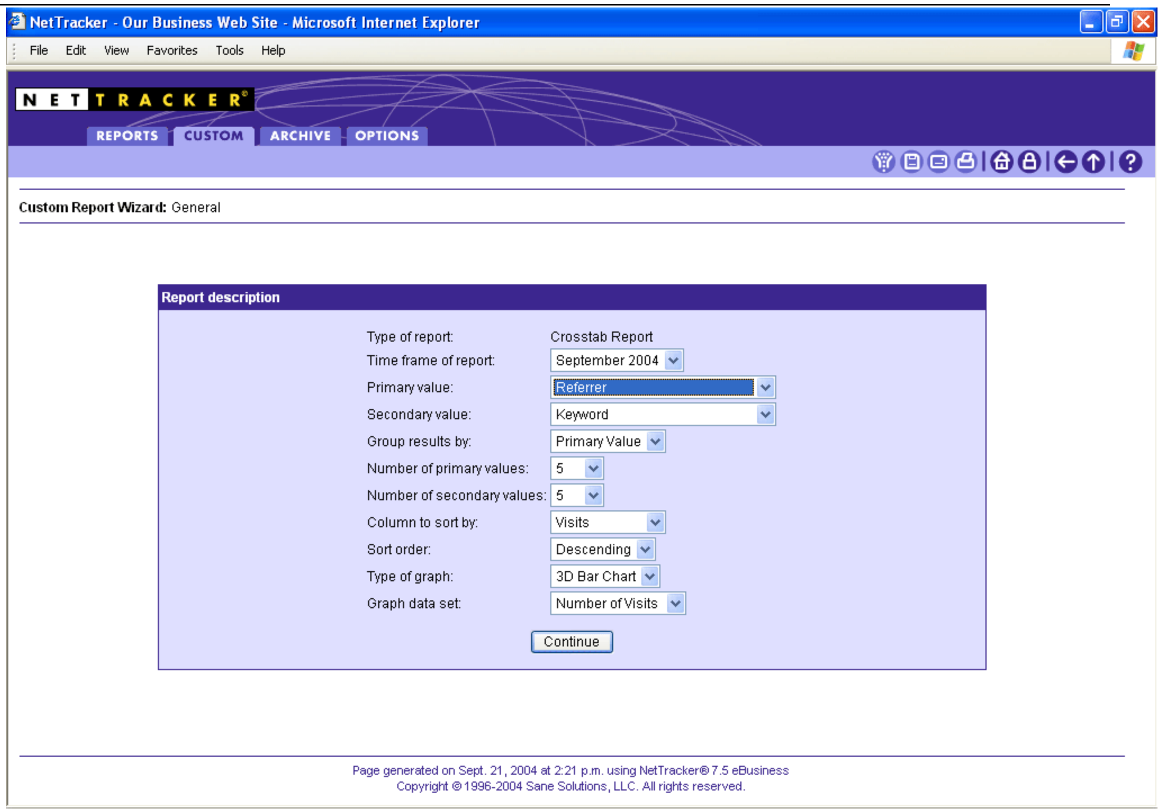


5. In the **Group results by** list, select the method by which you want to group the results in the report.
   - Select **Primary Value** to rank entries in the report based on the number of visits for each primary value. (Secondary values will be ranked within each primary value.)
   - Select **No Grouping** to rank entries in the report based on the number of visits for each primary value and secondary value combination. (Different secondary values for the same primary value may not appear next to each other on the report.)
6. Select the appropriate report size options. (Which options are available depends on the value you selected for the **Group results by** option.)
   - If you selected **Primary Value**, the **Number of primary values** and **Number of secondary values** options will be available. In the **Number of primary values** list, select the number of primary values on each page of the report. In the **Number of secondary values** list, select the number of secondary values per primary value.
   - If you selected **No Grouping**, the **Number of rows per page** option will be available. In the list, select the number of rows that you want per page of the report.
7. In the **Column to sort by** list, select the name of the column by which you want to rank items in the report.
8. In the **Sort order** list, select either **Ascending** or **Descending**.
9. In the **Type of graph** list, select the graph format you want to use.
10. In the **Graph data set** list, select the type of data you want to display in the graph.
11. Click **Continue**. NetTracker displays the Report Summary page, where you can edit, filter, run, save, e-mail, or archive the custom report.

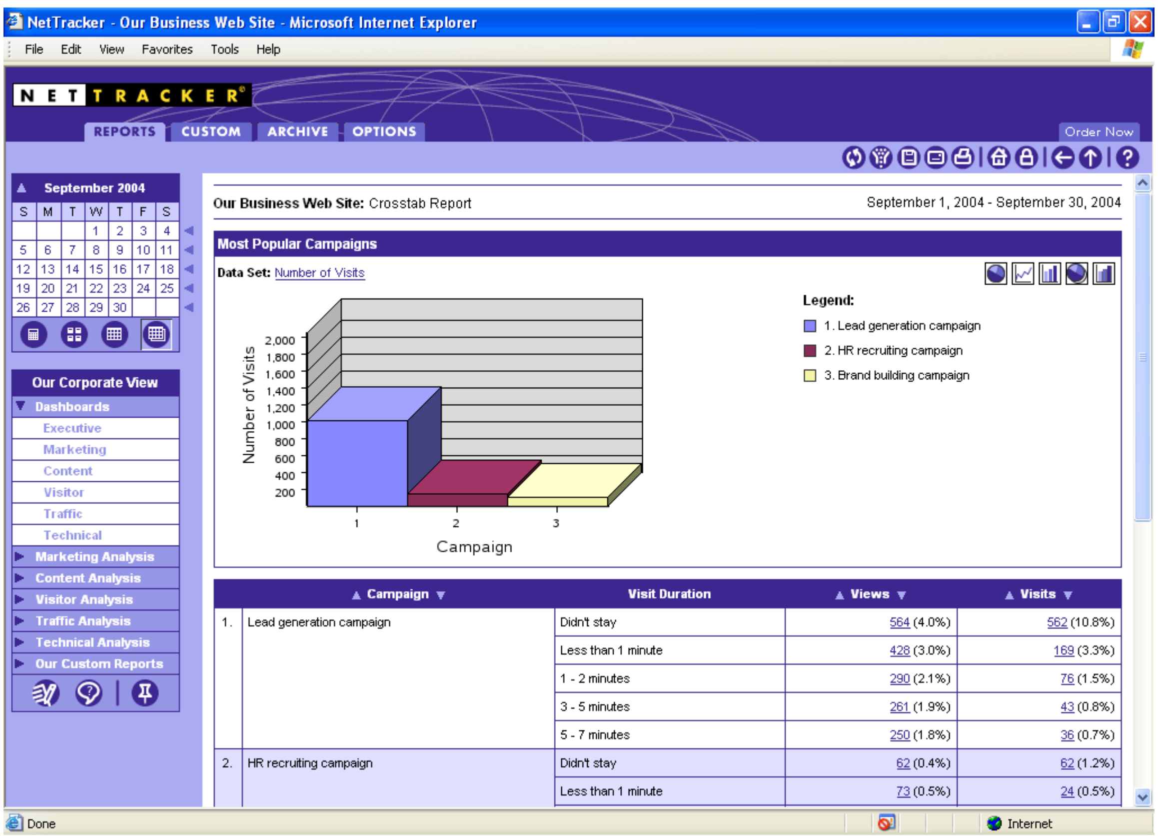
Typical Business Questions Answered by Instant Custom Crosstab Reports

Using the crosstab report, you can quickly answer other common questions about visitor behavior such as:

- Which of my campaigns are bringing the longest visits to my site?
- What variations of my pay-per-click (PPC) keywords are being used most often to find my site?

Which of my campaigns are bringing the longest visits to my site?

If you can measure the quality of your visits by how long the visitor stays, you might create a Crosstab Report with a primary value of Campaign and a secondary value of Visit Duration. The report generated will look similar to the one below. Campaigns that bring in a great deal of traffic may seem successful, but if the bulk of the traffic they bring in doesn't spend any quality time on your Web site, they may not be as successful as you think. This report will allow you to look for campaigns that bring in these quality visits.



	Campaign	Visit Duration	Views	Visits
1.	Lead generation campaign	Didn't stay	564 (4.0%)	562 (10.8%)
		Less than 1 minute	428 (3.0%)	169 (3.3%)
		1 - 2 minutes	290 (2.1%)	76 (1.5%)
		3 - 5 minutes	261 (1.9%)	43 (0.8%)
		5 - 7 minutes	250 (1.8%)	36 (0.7%)
2.	HR recruiting campaign	Didn't stay	62 (0.4%)	62 (1.2%)
		Less than 1 minute	73 (0.5%)	24 (0.5%)

What variations of my pay-per-click (PPC) keywords are being used most often to find my site?

Many PPC vendors offer a "broad matching" option when you purchase keywords. With this option enabled, the search engine will display your advertisements to visitors who type in your PPC keyword or any approximate variation thereof, such as phrases containing the keywords. Studying the actual keywords that your visitors used is a good way to find other keywords you

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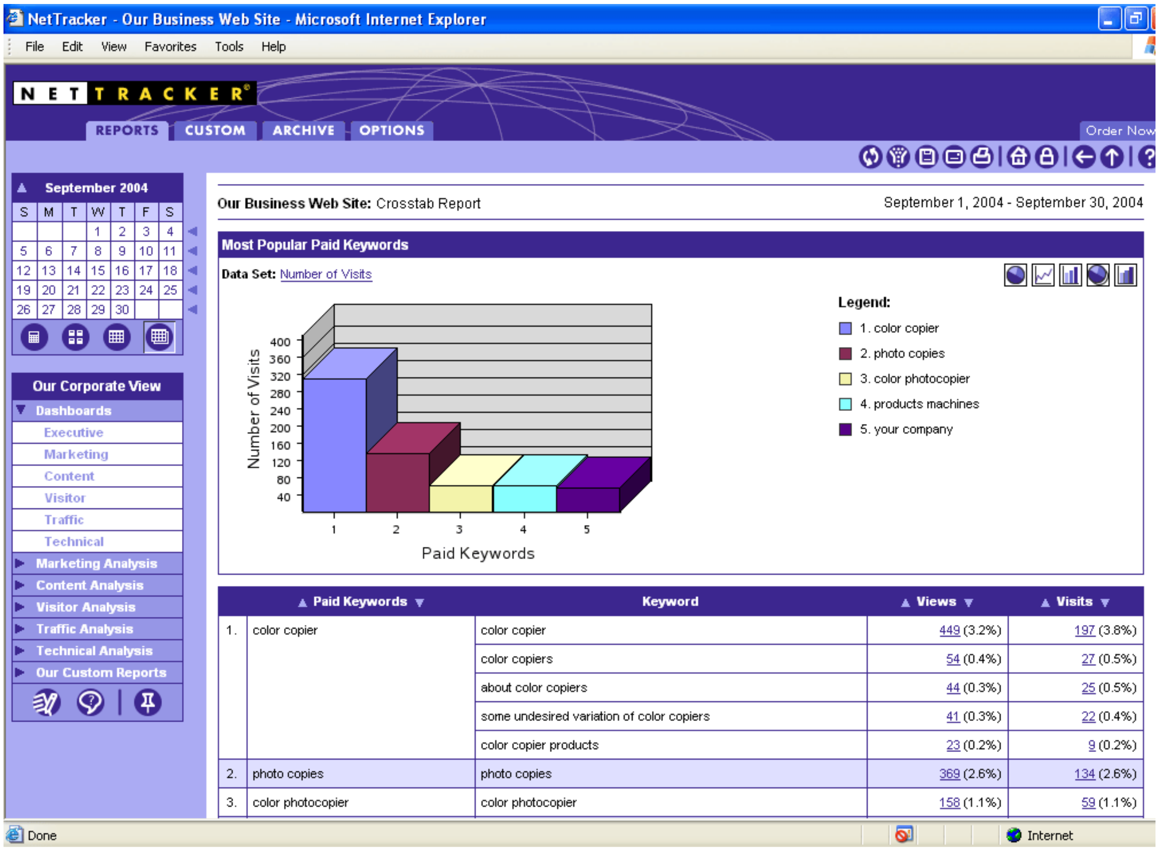
might wish to purchase. Conversely, if an actual keyword has nothing to do with your product or service, you may wish to contact your PPC vendor and disable this variation from bringing up your advertisement.

Such a report would resemble the one below:



Conclusion

NetTracker is designed for the business user, providing easy-to-configure custom reports that can be created in just a few seconds, without re-loading any Web data or contacting your IT department or a third-party vendor. NetTracker provides extremely flexible ways to instantly query your Web site traffic data. Many custom report types are available, so that you can analyze your Web site traffic data any way you see fit. In addition, if you are a business user who is still new to the task of creating a custom report in NetTracker, the Ask NetTracker feature allows you to create a report simply by choosing or constructing a question in "plain English."

If you have a particular custom report that you are having problems configuring, or if you need additional information about the capabilities of the NetTracker Custom Report Wizard, please contact Sane Solutions' customer support staff at support@sane.com.

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